

# Spring Fair 5-8 March 2006

## Autumn Fair 3-6 September 2006

**Trade  
Mart**  
UTRECHT



Trade Mart Utrecht offers wholesalers, importers and agents an excellent opportunity to draw literally thousands of purchasers' attention to their products.

Trade Mart Utrecht features an orderly and inspiring layout, divided into three worlds of

experience: **Home & Living, Fashion**

**Essentials and Fun & Fancy.** The centre's six floors and Expohall enable Trade Mart Utrecht to present the largest variety of non food retail products under one roof. This ranges from the very latest in the field of household accessories, garden decoration, fashion accessories, watches and jewelry, and gift items for business and Christmas gifts. This extensive versatility makes Trade Mart Utrecht not only a favourable retail purchasing location, but also a trade centre, meeting place and world of ideas in one. As the Spring and Autumn Fair attract some 35,000 visitors, over 600 regular participants and 100 guest exhibitors, you can hardly afford to miss it. We therefore kindly invite you to come and do business at Trade Mart Utrecht.

*If someone made it. We trade it.*

**Judith Oude Sogtoen**  
**Manager Trade Mart Utrecht**

## Main participants' motives

- ▶ Introduction of new collections.
- ▶ Meeting new contacts.
- ▶ The visitors:
  - Purchasers from home and abroad;
  - From chain store businesses to independent retailers;
  - Retailers operating in various sectors: household accessories, fashion accessories, gift items, household items, toys, jewelry and watches, byou, designer items and much, much more.
  - 76% decision makers and 16% joint decision makers.



- ▶ Increase brand awareness through presence on your sector's major platform.
- ▶ Benefit from the permanent attendance of an exhibitors' collective.
- ▶ Over 80% orders placed.
- ▶ Visitors to the Autumn Fair 2005 placed orders over 24.5 million euros.
- ▶ 84% of visitors to the Autumn Fair 2005 intend to visit the Spring Fair 2006.

## In the press

Louis Goudstikker of Villeroy & Boch, in the 'Gemengde Branche', on the subject of the Autumn Fair 2005:

*"Contrary to my own expectations, I felt that the general attitude among visitors was highly optimistic. We also made a number of new business relations, and our new products were well received. Overall, I'm very satisfied!"*

Stephan Meulenbelt of Palma Products, in the 'Gemengde Branche': *"The Autumn Fair proceeded highly favourably, while I myself am not easy to please. One could simply feel the renewed feeling of enthusiasm amongst the visitors. The Monday in particular, went very well. It was therefore an excellent Autumn Fair!"*

## Attendance figures

| Spring Fair 2005         |        | Autumn Fair 2005         |        |
|--------------------------|--------|--------------------------|--------|
| Number of visitors       | 16,276 | Number of visitors       | 16,268 |
| Number of company visits | 6,969  | Number of company visits | 6,810  |
| Visitor rating           | 7.2    | Visitor rating           | 7.3    |

## Free parking and free catering for visitors

Last year Trade Mart Utrecht introduced an interesting offer for loyal visitors: the Tradeluxe Card. On all collective fair days Tradeluxe Cardholders profit from a large number of benefits for only € 20,- : • free parking on Jaarbeurs Utrecht car parkings • free catering • and free cloakroom facilities. Tradeluxe Cardholders, nearly 5,000 in number, are very positive about this new full service initiative. **'Handy, cheap and a good catering offer'**, according to Tradeluxe Cardholders.





## Top 10 Reasons to visit

1. The Netherlands largest and most diverse range of non food consumer items under one roof.
2. 50,000 m<sup>2</sup> trade surface space.
3. The place for inspiration in the field of latest trends and innovations.
4. Participation of leading brands.
5. More than 700 exhibitors.
6. Latest market and product developments.
7. Orientation for purchasing plans.
8. Place orders.
9. Plenty of opportunities to renew and expand the shopping concept.
10. The best ambiance for commercial fun!



### Fun2Buy

Extra exposure for your brand or products? Publish your fair offers in the Fun2Buy buyer's guide. Fun2Buy is sent as a preview on the fair to the homes of 40,000 retailers. In this way you will have exposure before the fair even starts.



### Advice on participation

Visit [www.trademart.nl](http://www.trademart.nl) straight away, study the up-to-date floor plan and book your preferred location. We will also be pleased to advise you on the best location for your purposes. For further details, please contact your Sales & Account Manager Diana Smit-van Dijk, telephone: +31 30 295 2739 or e-mail: [diana.smit@vnuexhibitions.com](mailto:diana.smit@vnuexhibitions.com).

## Leading brands present



Swatch, Diesel, Mexx, Oxbow, Emporio Armani, Gant, Gucci, Nomination, Morellato, PrimaVera, Boccia, Jéh, Pure, Konplott, Samsonite, Esprit, Hugo Boss, Dior, Pierre Cardin, DKNY, Otazu, Castelijns & Beerens.



Brio, Nijntje, Batman Goliath games, Sponge Bob, Spiderman, Shrek, Kaloe, The House of Books, Ikkemikke, Jellycat, Jellykitten, Lemniscaat, Leopold, Nici, Paper Dreams, Pippi Langkous, Trudi, Clown, Rollytoy, Schopper, SES, Sesamstraat, Looney Tunes, Digimon, Barbie, Bob de Bouwer.



Costa Boda, Puhlmann, George Jensen, WMF, LegnoArt, Kahla, Alfi, Rice, Bugatti Roma, Coté Table, Bridgewater, Village Candle, Paper Products Design, Koziol, Kitsch Kitchen, Leonardo glass, Handed By, Eminent, Schott Zwiesel, Blomus, Rösle, Benetton, Zwilling, De Meyere, Sola, Melior, Victorinox, Mepal, Menu Nederland, Bredemeyer, It's about Romi.



**You can participate from € 2,256,-\* in the Expohall. Or on one of the six exhibition floors from € 2,136,-\*!**

\*Participation in the Spring Fair based on early-bird discount; 12 m<sup>2</sup> excluding stand construction.

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**The No.1 non food retail event**

**Trade  
Mart  
UTRECHT**